

SOCIAL MEDIA PACKAGES

*How Small Brands Can Grow with
Purpose, Not Pressure*

Packages by **Craft
Collective**
innovation lab





Let's Get Real About Social Media for Small Brands

WELCOME

You're here because you care — not just about your product or service, but about how your brand is **experienced, remembered, and shared**.

And if you're like most of the boutique founders we work with, you've probably felt the pressure to "just post something," stay on top of every trend, or pour money into boosting content that doesn't convert. It's exhausting — and more often than not, ineffective.

We're here to help change that.

We created this guide because we know what it feels like to wear all the hats. And we believe that your content shouldn't just *look* good — it should *work* for your business. Let's make your digital presence feel just as **intentional, polished, and powerful** as everything else you do.

— *The Craft Collective Team*

WHY CHOOSE US?



Crafted with Care for the Brands Who Do Things Differently

This guide was created especially for boutique wine farms, artisanal food producers, slow-living lifestyle brands, and independent hospitality teams who want to **grow online** — **but don't want to lose themselves** in the process.

At Craft Collective, we work with businesses that put heart into everything they do. So when it comes to your social media, you deserve a strategy that reflects that same care — one that's clear, achievable, and aligned with your values.

What You'll Find Inside

This isn't a one-size-fits-all content playbook. It's a collection of **real insights**, **practical tools**, and **perspective shifts** — drawn directly from the systems and questions we use every day with our clients.

Inside, you'll learn:

- The five most common social media traps small brands fall into — and how to avoid them
- Why strategy (not trends) is the secret to standing out
- How our signature Craft Collective social media packages support growth at every stage

No fluff. No jargon. Just focused guidance that helps you take the next right step — whether you're posting your first story or ready to scale with purpose.

WHY SOCIAL MEDIA STRATEGY MATTERS



In a world where **your audience is just one scroll away** from their next discovery, how you show up online is just as important as what you offer. For **small and boutique brands**, social media isn't just a place to post pretty pictures — it's a **powerful platform** to build **trust**, express your **unique identity**, and drive **long-term business growth**. The difference lies in **strategy**.

Social Isn't Optional

IT'S YOUR STOREFRONT

Even if you don't sell online, your social media presence is often the **first touchpoint** your potential customer will have with your brand. It's where **curiosity** begins and **decisions** are shaped.

From your content to your captions to your comments, you're communicating something. **The question is: are you doing it intentionally?**

You Don't Need to Be Everywhere

JUST BE CONSISTENT

You don't need to go viral or jump on every trend to build a loyal, engaged following. But you do need to **show up** with **consistency, clarity, and purpose**.

We help brands identify where their audience spends time and **how to meet them there** in a way that feels **authentic, manageable, and meaningful**.

Stories Sell

YOUR STORY IS YOUR EDGE

People don't just buy products. They buy into **stories, values, & experiences**. Your smallness is your strength.

You're not a faceless corporation — you're a team of **makers, growers, creatives, or founders** with a **real story** to tell. Social media allows you to share that story in a way that fosters **connection, loyalty**, and ultimately, **sales**.

The Algorithm Isn't the Enemy

IT JUST NEEDS DIRECTION

If you've felt overwhelmed by low reach or inconsistent results, you're not alone.

But here's the truth: Most boutique brands **aren't being penalised** by the algorithm — they're **just missing a roadmap**. That's where we come in. **We help** you create **intentional, informed content** strategies that play to your strengths and work with the algorithm, not against it.



READY TO TAKE THE GUESSWORK OUT OF SOCIAL MEDIA?

We'll help you build a presence that reflects your brand, grows your audience, and makes every post feel like progress.



BOOK YOUR FREE BRAND INTRO CALL

and let's talk about what's possible.



THE 5 SOCIAL TRAPS MOST SMALL BRANDS FALL INTO *(And How to Avoid Them)*



Even the most passionate brands can get stuck when it comes to social media. It's noisy out there — and when you're running a small business, there's little time to test and trial your way through every platform and post format. We see these common traps all the time — and **the good news is:** they're easy to avoid once you know what to look for. Here's what might be holding your content back (and how we help clients move past it):

01 POSTING WITHOUT A PLAN

The Trap: Scrambling to post something just to “stay active” leads to inconsistency and shallow content that doesn't support your bigger goals.

The Craft Way: Start with a clear strategy — even if it's simple. Align your content with your brand's **purpose**, product **rhythm**, and **audience** needs. We build content calendars that reflect what matters most to your business and your followers.

Tip: Think of your feed like a **shop window** — plan what you want people to see when they walk past.

02 BEING ON THE WRONG PLATFORMS

The Trap: Trying to be everywhere at once often leads to burnout and diluted impact. Not every brand belongs on every platform.

The Craft Way: Focus your efforts where your ideal audience already spends time. We help clients make platform choices based on brand **identity**, **resources**, and **conversion** potential — *not trends*.

Tip: Instagram might be beautiful, but LinkedIn may be where your buyers live. Be **intentional**.





THE 5 SOCIAL TRAPS MOST SMALL BRANDS FALL INTO *(And How to Avoid Them)*

03 IGNORING ENGAGEMENT

The Trap: Publishing content and walking away. Social media is social — replies, comments, and shares are the heartbeat of your brand's digital presence.

The Craft Way: We implement **simple, manageable** systems for community **engagement** — whether it's using pre-approved responses or flagging key comments that need a personal touch.

Tip: A "like" is nice — but a thoughtful reply is what turns a follower into a fan.

04 INCONSISTENT BRANDING

The Trap: Switching tones, colours, or messaging every few weeks confuses your audience and weakens brand recognition.

The Craft Way: We create content that **aligns** visually and verbally **with your brand's unique voice** — reinforcing **consistency** across every post, platform, and campaign.

Tip: Ask yourself: would someone know it's you without seeing your name?





THE 5 SOCIAL TRAPS MOST SMALL BRANDS FALL INTO *(And How to Avoid Them)*

05 BOOSTING ADS WITHOUT STRATEGY

The Trap: Hitting "boost post" and hoping for results — without understanding targeting, timing, or creative performance.

The Craft Way: Every ad is guided by a clear objective, refined copy, and custom audience logic. Whether it's awareness, engagement, or conversions — we boost with **purpose**.

Tip: A small, well-targeted ad budget beats a scattered approach every time.

Feeling called out *(in the best way)?*

Don't worry — every client we work with has fallen into at least one of these at some point. The difference is what you do next. **Ready to simplify your social media and start showing up with clarity, confidence, and results?**

Book your free Brand Intro Call — we'll help you map the best next step for your brand.





A Simpler, Smarter Way to Grow

THE CRAFT APPROACH

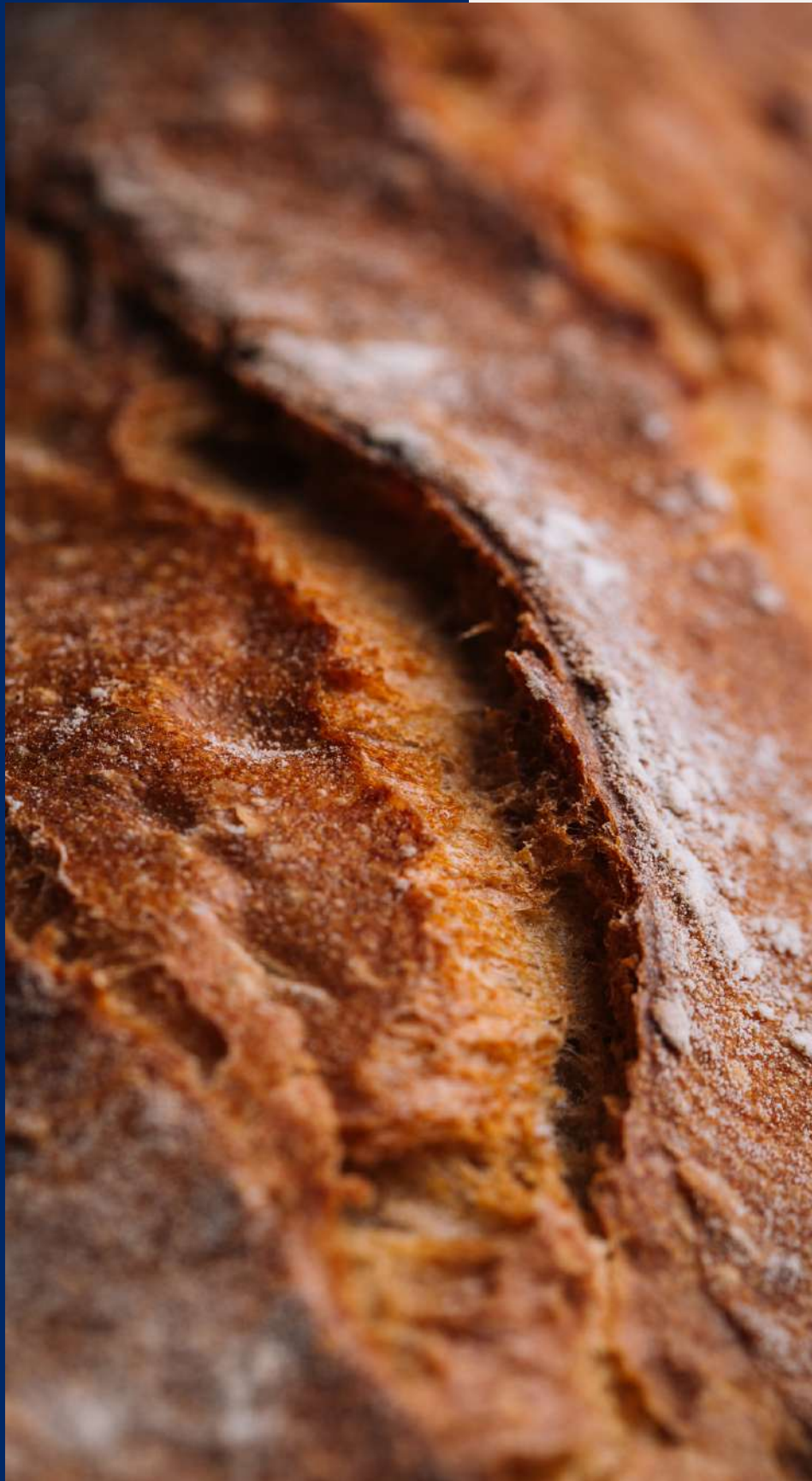
At Craft Collective, we don't believe in one-size-fits-all content or vanity metrics.

We believe in **thoughtful, strategic storytelling** that aligns with **your goals, reflects your brand's essence,** and **connects with your community** — where it matters most.

Our social media packages are designed to meet you exactly where you are in your growth journey. Whether you're showing up online for the first time or ready to scale your brand into a digital leader, we offer a tiered, transparent path forward.

HERE'S HOW WE BUILD MOMENTUM WITH PURPOSE





01 THE SAVOURY STARTER

For brands laying their digital foundations.

You're ready to show up — consistently and clearly — but don't want to waste time guessing what works. This package helps you begin with purpose, providing simple yet professional content that builds familiarity and trust with your audience on a single platform.

Ideal for: Start-ups, seasonal launches, or smaller teams with limited bandwidth.





02 THE FLAVOURFUL FEAST

For brands ready to deepen the conversation.

Your story is evolving, and so is your audience. This package expands your reach across two platforms and adds richer content formats like reels and behind-the-scenes insights. It's about strengthening community, enhancing your visual identity, and building loyalty over time.

Ideal for: Boutique brands in growth mode, ready to connect more meaningfully with their audience.





03 THE GOURMET GALA

For brands scaling their presence with intention.

This is your full-bodied content experience — a robust, multi-platform strategy backed by high-quality visuals, strategic engagement, and deeper storytelling. From lifestyle shoots and blog content to video reels and community moderation, this package becomes your outsourced social media team with an in-house feel.

Ideal for: Established boutique brands looking to lead their niche with clarity, creativity, and consistency.





NOT SURE WHICH IS THE RIGHT FIT?

We'll help you choose a path that aligns with your budget, goals, and internal capacity.

BOOK A FREE 30-MINUTE BRAND INTRO CALL

and let's explore the right package for your brand.

Or download our [Full Package Breakdown](#) for a detailed comparison.



PACKAGE COMPARISON CHART

FEATURE	THE SAVOURY STARTER	THE FLAVOURFUL FEAST	THE GOURMET GALA
BEST FOR	New brands building a consistent presence	Growing brands deepening connection	Established brands scaling impact
PLATFORMS INCLUDED	1 platform (IG / FB / LinkedIn / TikTok)	2 platforms	All 4 platforms
POSTS PER WEEK	2 unique posts	3 posts + 1 story or reel	5 posts + 2 stories or reels
AD BOOSTING	1 ad/month (R250 budget)	2 ads/month (R350 each)	3 ads/month (R500 each)
VISUALS & GRAPHICS	Simple branded templates	Custom graphics + stock visuals	6x monthly product or lifestyle images
VIDEO CONTENT	—	Short-form video edits using client footage	2x custom short videos per month
BLOG CONTENT	—	—	1x informative blog post (e.g., pairing guide, behind-the-scenes, product story)



PACKAGE COMPARISON CHART

FEATURE	THE SAVOURY STARTER	THE FLAVOURFUL FEAST	THE GOURMET GALA
ENGAGEMENT & COMMUNITY MANAGEMENT	Basic (acknowledging comments)	Moderate (template-based replies + prompts)	Advanced (community moderation + proactive engagement)
CONTENT STRATEGY & PLANNING	Monthly calendar + light input	Strategy-driven planning with ongoing input	Comprehensive brand-aligned strategy
PERFORMANCE REPORTING	Monthly content report (basic metrics)	Monthly metrics + insights	Full report + optional review call
ONBOARDING & SETUP	Content folder setup + onboarding form	As per Starter + strategy intake call	Full setup + onboarding call + tailored strategy roadmap
SUPPORT	Email & content approval feedback	Email + 1 monthly check-in (optional)	Priority support + monthly strategy touchpoint
INVESTMENT	R8,000 / month (ex VAT)	R10,000 / month (ex VAT)	R14,000 / month (ex VAT)
CONTRACT	Month-to-month	Month-to-month	Month-to-month



CUSTOM PACKAGES AVAILABLE ON REQUEST

for multi-brand groups, seasonal campaigns, or add-on services such as photography, influencer partnerships, or email marketing.

BOOK A FREE BRAND INTRO CALL TO EXPLORE THE RIGHT FIT

Or visit craftcollective.co.za to download the full package overview



WHAT TO HAVE READY BEFORE YOU HIRE A SOCIAL MEDIA TEAM



Bringing in a professional social media partner is an exciting next step in your business growth — but like any good collaboration, it works best when we're starting on **solid ground**.

We've put together a helpful checklist to guide you through what you'll need to have (or be thinking about) before you begin working with us. **Don't worry — we'll walk alongside you the whole way.** But the more clarity you bring, the more strategic and impactful we can be.

01 Your Logo Files + Brand Assets

Having your logo, fonts, colour palette, and any previous brand guidelines in one place means we can ensure all your content is cohesive and recognisably you from day one.

02 Clarity on Your Core Customer

Who are you trying to reach? What do they care about? Knowing your ideal customer (even if it's just a rough sketch for now) helps us create content that truly connects — not just fills a grid.

03 Your Top Business Goals for the Next 6 Months

Are you trying to increase bookings? Build brand awareness? Launch a new product? Your goals shape our strategy — and help us measure what matters.

04 A Decision-Maker for Approvals

Quick, clear feedback keeps the content flowing smoothly. Designate someone on your team (even if it's just you!) to review content and provide sign-off each month.

05 A Trusted Partner (That's Us)

When you're ready to hand over your socials, we don't just take the reins — we walk beside you. You'll have a dedicated team that understands boutique brands, respects your voice, and keeps your goals front and centre.

Ready to take the next step?



DOWNLOAD OUR ONBOARDING FORM



OR BROWSE THE FULL BREAKDOWN OF OUR PACKAGES AT [CRAFTCOLLECTIVE.CO.ZA](https://craftcollective.co.za)



*Let's make your digital presence feel as **polished, powerful, & purposeful** as the rest of your brand.*

*#StrategicSupport #CraftedGrowth #MarketingForMakers
#SocialMediaWithSoul*



CLIENT TESTIMONIALS



“Working with Craft completely transformed our online presence. For the first time, our social media reflects the energy, style, and story of The Cove. It doesn’t just look better — it *feels* more connected to who we are.”

— *The Cove Restaurant & Bar, Ocean Breeze Hotel*



“We’ve partnered with Craft across multiple projects, and their digital strategy for Ocean Breeze Hotel has been one of the most valuable. Our engagement has grown, our conference and business travel bookings have improved, and we finally have a cohesive voice across all platforms.”

— *Ocean Breeze Hotel, Executive Management Team*



HIGHER BEING
Elevate Your Mind. Empower Your Being.

“The Craft team understood our brand vision from day one. They’ve helped Higher Being communicate with clarity, creativity, and confidence, turning our audience into an engaged and loyal community. It’s more than content — it’s connection.”

— *Higher Being, Brand Director*

